GMR
MARKETING
Gary M. Reynolds & Associates, Inc.

Contact Report

Client: Philip Morris
Project: Parliament Party Zone
Metro & Miami '96
1997 Planning
Retail Creative Brief

Date: September 27, 1996
Date Typed: September 30, 1996

Present: Philip Morris
Michelle Anton
Joe Murillo
Edna Moore
Shelby Rafferty
Yvette Robinson
Lauren Steen

GMR Marketing
Charlie Belmore
Sarah Hays
Caroline Petty

PURPOSE:
Discuss Parliament Party Zone's Metro and Miami status, general '97 discussion and retail creative brief.

Metro

1. Uniforms for women will be bright blue shirts with navy skirts, opaque tights and shoes. The branding will be on the upper left chest. Men's uniforms will be polo shirts in the same color and navy pants. Determined that using the two tones of blue will resemble the pack.
2. Determined that hologram packs will be sold at all clubs, in all markets except for Boston. Due to "same outlet, same price same product," packs will be sold for $1.50 across the board.
3. Pack sales will be closely monitored the first weekend, at $1.50 price to determine if there is a need to lower the price to $1.
4. GMR to provide case allotments and contact names for hologram packs to Brand **NLT 9/30.**
5. Determined that "new" cannot be used on any Menthol posters, etc. after October 31st.
6. GMR to investigate costs, production times and recommend different ways to display and highlight hologram packs (i.e. new counter cards, etc.) Options to be provided to PM **NLT 10/7.**
7. GMR to get finished hologram artwork from Crown Roll in order to include hologram on counter cards, etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/prjn0004

Metro, cont'd

8. Other display methods to include lucite gravity feeds and lock boxes for clubs with vending licenses. Yvette to order 25 lock boxes for GMR. Lauren to look into any additional lucite gravity feeds.

9. Brand prefers only beach activities and consumers being placed in Parliament ads for the postcards, instead of market-specific photos. Lauren to provide blue ad artwork to GMR **NLT 10/3** to use along with the Menthol ad.

Miami

1. Determined that dual-language surveys are not necessary in Miami, as they are insulting to the demographic.

2. Determined that Ft. Lauderdale will not be an extension of the '96 Miami program.

3. Clevelander will be focal point of South Beach program, maximizing presence, with supplementing clubs in the surrounding areas of Coconut Grove and Kendall.

4. GMR to investigate Bash and Ready Bar (currently Camel clubs) and surrounding areas further and report to Brand **NLT 10/4.**

1997

1. Brand anticipates feedback from Senior Management regarding new '97 creative **NLT 10/7** and will communicate to GMR.

2. Shelby anticipates knowing details of expansion within region I by the end of October.

3. GMR to provide Brand with a base costs of status quo programs and expansion plan **NLT 11/1.** Plan will prioritize elements to determine what, if anything is eliminated (i.e. Winter ski program).

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Retail Creative Brief

1. Determined that promotion should ultimately drive retail to the PPZ events, creating synergy within the market. Majority of markets in the promotion are not PPZ markets.

2. Concepts and artwork should focus on how to "marry the two" (retail and PPZ).

3. Determined that creative must be in **NLT 11/4** if PPZ logo is to be used in retail.

4. GMR to provide written concepts to Brand **NLT 10/11.**

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Source: https://www.industrydocuments.ucsf.edu/docs/prjn0004